FYI

MERIT 1995 MEDIA ONE RATIONALE

PROGRAM: Merit Media One

COST: $95,200
$24,000 LBCo.
$71,200 Media One

FUNDING: The program will be funded internally from Media underages Plus
$35,700 of cost will be absorbed by a Hearst Corporation credit - leaving only 58,300 to be funded by Merit.

TIMING: Merit will participate in two cycles of media one:
Cycle 6 - May 16 - June 12, 1995
Cycle 10 - September 5 - October 2, 1995

BENEFITS:

1) Cost effective way to gain smoker names.

2) Gain brand visibility in one of Merit's strongest trade classes - supermarkets.

3) Brand selects markets (18 markets total).

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Source: https://www.industrydocuments.ucsf.edu/docs/yldn0004